



The Ontario Agricultural College (OAC) at the University of Guelph welcomes the opportunity to support **business SHSMs, high school classrooms, and IB programs.**

OAC and our Food, Agricultural and Resource Economics (FARE) department invite you to join us on **February 21, 2012** at our **Business Reach Ahead Case Study Competition**. This free event is designed for **grade 11 and 12** students interested or studying in business courses.

Schools can enter a **maximum of three** student teams. Schools will be eligible to compete for various prizes totalling \$2000 to support SHSMs or high schools.

**February 21, 2012**

## **Business Reach Ahead Case Study Competition**

The *Business Reach Ahead Case Study Competition* provides a unique opportunity for high school students to showcase their academic and business talents. Student teams will analyze a traditional food business case from one of three perspectives, including *marketing management, financial management* and *distribution strategy*, and propose solutions to challenges in each case.

Teams will present their recommendations to a panel of judges, consisting of FARE faculty, grad students and alumni. Proposals will be evaluated by panel members and prizes totalling \$2000 will be awarded to top placing teams.

As part of the *Reach Ahead* experience in previewing post-secondary education within a business context, students will attend lecture to learn new skills and concepts that will assist with the competition.

Enclosed in the following pages you will find:

- *Case study details*
- *Competition logistics*
- *Registration information*
- *Competition schedule*

We hope to see you and your students at the event!



February 21, 2012

## Business Reach Ahead Case Study Competition

### Competition Prizes

A total of \$2000 will be awarded in prizes to top placing teams. We are interested in hearing from students and teachers about the types of prizes of interest. Please send suggestions to [tranv@uoguelph.ca](mailto:tranv@uoguelph.ca)

### More Information:

Questions regarding the business case study competition can be directed to:

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### Case Study Details

Crawford Canning is a family owned and operated food processing facility in southern Ontario. Similar to other small sized food businesses, Crawford Canning is faced with making important decisions to maintain their business' future viability and competitiveness. Using this case, student teams will analyze the situation from one of three business perspectives. Teams are asked to develop and present their recommendations to effectively address the unique challenges of each perspective.

### Marketing Management

Crawford Canning is considering adding a product line that emphasizes the local origin of its main ingredients to their product offering. In this case, teams will examine the costs, benefits and risks associated with local food marketing and develop recommendations for the company.

### Financial Management

Crawford Canning is considering investments that will reduce the environmental impacts of their operation. In this case, teams will examine the costs, benefits and risks associated with the investments and develop recommendations for the company.

### Distribution Strategy

Approached by a large grocery chain, Crawford Canning is considering the opportunity to increase sales substantially and quickly. In this case, teams will examine the costs, benefits and risks associated with this unique business partnership and develop recommendations for the company.



February 21, 2012

## Business Reach Ahead Case Study Competition

### Competition Logistics

- Registered teams will receive a background description of Crawford Canning and instructive material for case analysis (e.g. SWOT analysis and final details for the competition two weeks before the event).
- Specific information for each case, *marketing, financial and distribution*, will be provided on the day of the competition.
- 30 min. lectures consist of 20 mins. for learning new concepts and 10 mins. to introduce objectives of case analysis and presentation.
- During the competition, teams have 60 mins. to conduct the analysis, develop recommendations and prepare up to three hand written slides for the presentation.
- Each presentation will be a max. of 5 mins; hand written slides will be projected onto large screens via document cam .

### Registration Information

Recognizing different comfort levels and also timing, the competition caters to both teams that are willing to present their recommendations as well as teams interested in experiencing the analysis process without presenting. Only teams with a presentation slot can compete for educational prizes, whereas non-presenting teams will submit their recommendations for evaluation to be returned with feedback at a later date.

Schools can register a maximum of three teams (one for each case) and each team can consist of up to **six** members. A total of **21 presentation slots** are available (7 slots for each case) and granted to schools that register on a first come basis, with no guarantee of the most preferred case. Teachers can register teams by completing the attached registration form and send to [tranv@uoguelph.ca](mailto:tranv@uoguelph.ca) by **January 31, 2012**.

### Competition Schedule

Time	Event		
9:15 - 9:30	<b>Registration:</b> Thornbrough rm.1200		
9:30 - 9:55	<b>Opening Address:</b> Thornbrough rm.1200		
	<b>Marketing Management</b>	<b>Financial Management</b>	<b>Distribution Strategy</b>
10:05 -10:35	<b>Lecture</b> MacKinnon rm. 116	<b>Lecture</b> MacKinnon rm. 120	<b>Lecture</b> MacKinnon rm. 117
10:35 - 12:10	<b>Case Presentations</b> MacKinnon rm. 116	<b>Case Presentations</b> MacKinnon rm. 120	<b>Case Presentations</b> MacKinnon rm. 117
12:10 - 1:00	<b>Lunch:</b> University Centre		
1:05 - 1:30	<b>Academic Information Session:</b> Alexander Hall rm. 200		
1:30 - 2:00	<b>Case Debrief, Awards Ceremony, Closing:</b> Alexander Hall rm. 200		
2:00	<b>Departure</b>		